

Fresh Summit is the #1 place to connect with top decision makers from all over the world, all in one place.

KEY HIGHLIGHTS

18k attendees and exhibitors from 60+ countries

#1 promotion tactic for driving attendees to exhibits: The New Products Showcase

10 HOURS average time attendees spent on the show floor



"The #1 event on our calendar. Our entire produce merchandising team looks forward to it each year."

– KEITH A. FROSCENO
Group Vice President, Fresh Foods Merchandising
Price Chopper Supermarkets
Schenectady, New York USA



DELIVERING QUALITY LEADS

90% of exhibitors agreed the **QUALITY** of leads increased or remained steady

78% of exhibitors agreed the **QUANTITY** of leads increased or remained steady

77% of attendees directly involved with purchasing decisions

60% of global produce retailers were represented at the 2013 Fresh Summit

41% of attendees were top management personnel

33% of attendees were final purchase decision makers

*Information from 2013 Fresh Summit Attendee & Exhibitor Survey

OCTOBER 17–19, 2014 | ANAHEIM, CALIFORNIA USA | FRESHSUMMIT.COM

PRODUCE MARKETING ASSOCIATION +1 (302) 738-7100 PMA.COM

DELIVERING MORE THAN 3,100 BUYERS

15/25

15 of the top 25 retailers on Supermarket News' List of "Top 25 Global Retailers" participate in Fresh Summit.

AEON	Delhaize	Supervalu
Aldi	Kroger	Tesco
Ahold	Loblaw	Target
BILO	Metro Cash & Carry	Walmart



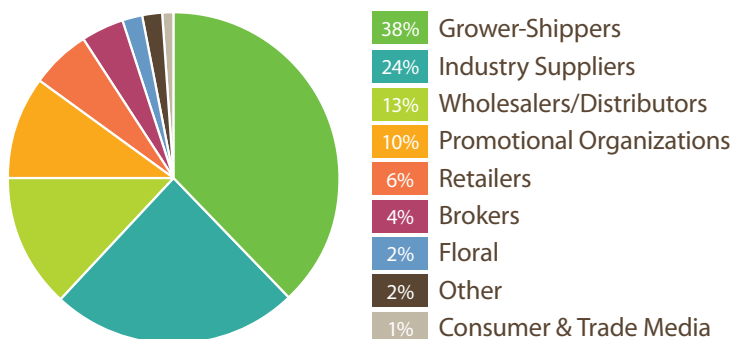
How can we help your business grow? Contact us today at **+1 (302) 738-7100**.
Not a member of PMA?
Now is a great time to join.



"Fresh Summit is the largest and most important fruit and vegetable show in the United States."

– GER VAN BURIK
Exhibition Coordinator
Holland Fresh Group
THE NETHERLANDS

ATTENDANCE BY BUSINESS TYPE



"Fresh Summit gives us the opportunity to be in the same place—face to face—with our buyers."

– MARCO ALBARRAN
CEO
Imalinx
Cuernavaca MEXICO